



Monthly Web Metrics Report
Customer Service Web Portal (CSWP)

September 10, 2008

Revision History

Version	Date	Name of Author	Summary of Changes
1.0	September 10, 2008	CSWP, Senior Business Analyst	Baseline Draft

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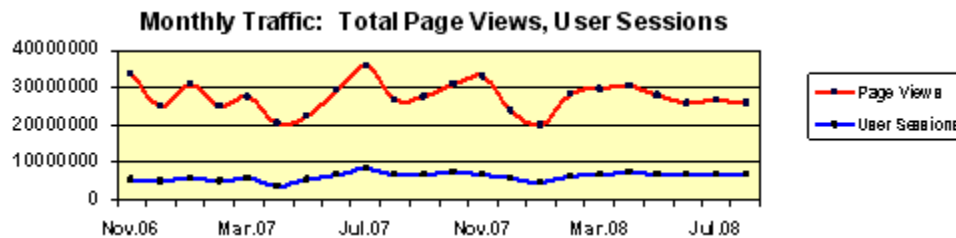
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Executive Summary

This report covers USCIS Customer Service Web Portal (CSWP) Web metrics and related analysis for July 2008. Highlights in this report:

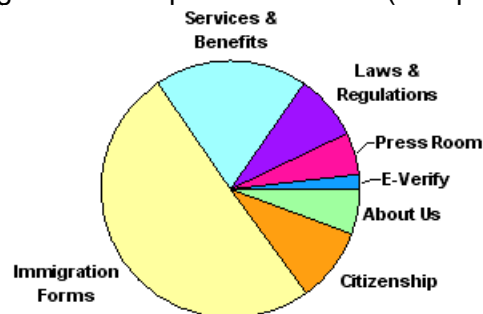
► Overall Traffic Volume Continues at Expected Levels

Page View and User Session metrics continued at levels consistent with those of the past several months. (See page 2).



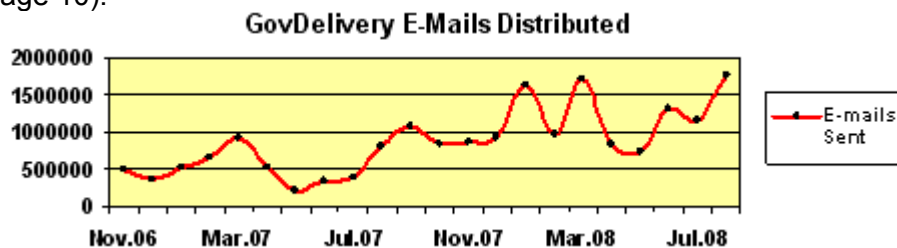
► Traffic to E-Verify and Press Room Return to Expected Levels

Traffic volume to E-Verify has dropped after a peak in July. Traffic to the other landing pages was relatively unchanged from the previous month. (See page 7.)



► GovDelivery E-mails Up 50 Percent

Numbers are up this month due to a large number of page changes, and to reactivation of the "Application and Petition Receipts" page which was temporarily removed from the CSWP in July. (See page 10).



► Traffic to FOIA Status Check

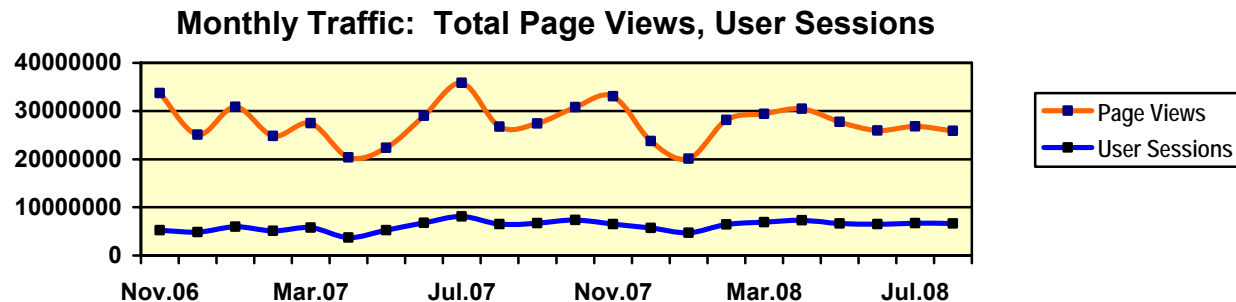
In the three months of this application's existence, numbers started slow, saw a large jump, and now have fallen back. It is too early to tell what numbers will be the norm. (See page 8).

USCIS.gov CSWP Visitor Traffic

► **Notable changes this month:** Traffic to the E-Verify start page is down for a second straight month. Otherwise, all metrics are within expected ranges.

Metric	Dec.07	Jan.08*	Feb.08	Mar.08	Apr.08	May 08	Jun.08	Jul.08	Aug.08
OVERALL									
User Sessions (Visits)	5,723,607	4,692,568	6,444,469	6,873,150	7,296,527	6,604,286	6,516,205	6,686,017	6,630,094
Average Weekday User Sessions	215,807	180,291	254,916	265,017	283,576	251,998	260,205	251,248	260,080
Average Session Length (min.)	5:05	5:23	5:18	5:15	5:08	5:07	5:03	5:03	4:58
Unique Visitors	2,662,821	2,342,869	3,020,970	3,152,243	3,220,610	3,066,103	3,102,912	3,128,981	2,973,973
One-Time Visitors	1,861,921	1,651,133	2,105,298	2,189,675	2,155,914	2,152,380	2,196,828	2,187,199	2,068,695
Repeat Visitors	800,900	691,736	915,672	962,568	996,329	913,723	906,084	941,782	905,278
Page Views	23,757,944	20,104,597	28,158,130	29,404,570	30,454,413	27,748,920	25,936,340	26,784,945	25,890,816
SESSIONS BY CONTENT AREA**									
About Us	127,043	113,168	162,638	159,086	161,904	148,454	140,501	145,354	141,603
Citizenship	189,115	188,768	273,281	276,387	259,033	245,074	227,304	238,600	226,217
Immigration Forms	962,421	895,197	1,278,140	1,330,849	1,298,301	1,261,846	1,249,485	1,311,952	1,242,294
Services & Benefits	414,026	375,918	524,183	524,094	531,879	492,124	473,686	490,004	472,220
Laws & Regulations	187,927	170,627	242,130	238,908	239,878	220,773	215,500	217,826	209,289
Press Room	92,657	87,572	147,438	192,065	385,116	217,584	190,372	139,343	127,621
E-Verify	29,467	27,676	29,931	28,142	54,780	54,543	78,978	48,537	41,348

*January 2008 numbers are artificially low because one-third of the month's traffic data was lost by Akamai. **Total user sessions that included views of these top-level landing pages.



USCIS.gov CSWP Visitor Traffic (cont.)

Metric	Mar.07	Apr.07	May 07	Jun.07	Jul.07	Aug.07	Sep.07	Oct.07	Nov.07
OVERALL									
User Sessions (Visits)	5,743,320	3,718,038	5,213,504	6,752,419	8,125,806	6,512,486	6,702,477	7,360,972	6,488,405
Average Weekday User Sessions	215,892	149,707	198,855	267,605	310,510	246,209	268,492	273,893	249,747
Average Session Length (min.)	5:38	5:11	5:08	5:10	5:38	4:57	4:58	5:00	5:11
Unique Visitors	2,626,690	1,720,609	2,354,930	2,900,172	3,346,430	2,799,902	2,919,726	3,101,740	2,996,538
One-Time Visitors	1,796,028	1,172,099	1,594,109	1,930,689	2,175,277	1,888,909	1,977,187	2,082,532	2,086,878
Repeat Visitors	830,662	548,510	760,821	969,483	1,171,153	910,993	942,537	1,019,208	909,660
Page Views	27,471,996	20,333,101	22,378,037	28,991,101	35,853,308	26,721,990	27,388,813	30,781,902	33,047,379
SESSIONS BY CONTENT AREA**									
About Us	189,575	107,418	146,569	182,544	224,016	161,335	162,743	177,982	158,623
Citizenship	318,294	166,614	253,079	324,840	518,522	232,039	239,350	264,313	233,916
Immigration Forms	1,396,462	734,079	1,094,513	1,493,319	2,288,096	1,223,194	1,193,541	1,294,232	1,135,653
Services & Benefits	585,754	334,303	459,238	597,038	741,264	512,733	518,399	563,142	495,058
Laws & Regulations	262,045	145,592	207,185	259,482	284,115	232,354	232,909	254,516	230,635
Press Room	121,579	182,934	167,884	163,819	288,576	261,337	227,123	162,919	123,607
E-Verify	--	--	--	--	--	--	--	38,302	34,571

** Total user sessions that included views of these top-level landing pages

USCIS.gov CSWP Visitor Traffic (cont.)

Metric	Nov.06	Dec.06	Jan.07	Feb.07
OVERALL				
User Sessions (Visits)	5,227,836	4,813,792	5,977,794	5,075,095
Average Weekday User Sessions	198,576	183,354	219,122	209,668
Average Session Length (min.)	6:40	5:58	6:01	5:50
Unique Visitors	2,655,767	2,334,857	2,786,007	2,345,397
One-Time Visitors	1,942,268	1,665,337	1,936,981	1,608,122
Repeat Visitors	713,499	669,520	849,026	737,275
Page Views	33,696,881	25,091,517	30,829,277	24,839,624
SESSIONS BY CONTENT AREA**				
About Us	232,057	153,665	190,695	177,238
Citizenship	311,291	259,610	340,528	307,146
Immigration Forms	1,272,993	1,051,401	1,394,187	1,254,178
Services & Benefits	739,869	528,733	663,433	548,583
Laws & Regulations	275,318	214,037	283,700	239,019
Press Room	117,788	92,883	102,350	99,960
E-Verify	--	--	--	--

** Total user sessions that included views of these top-level landing pages

Legacy Data:

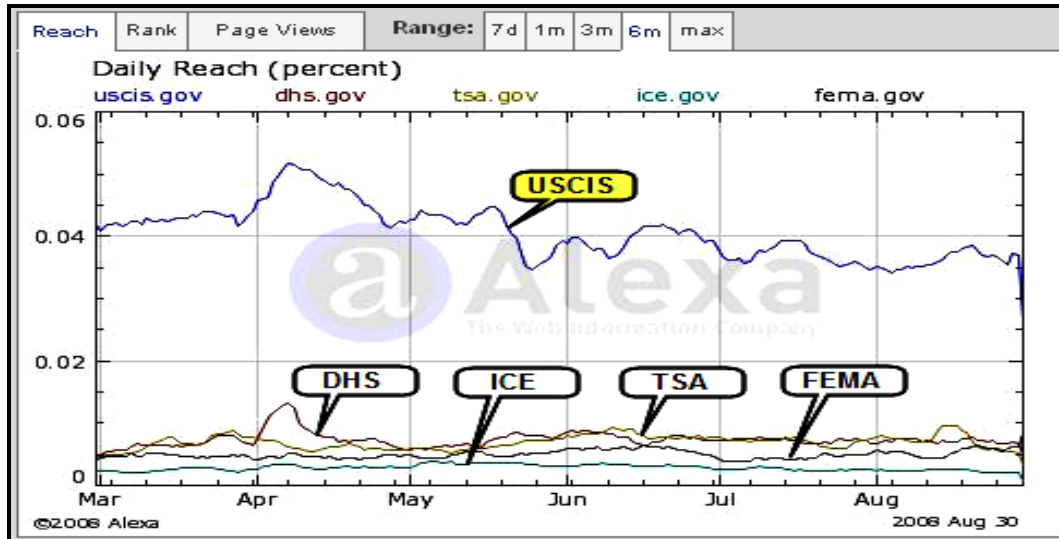
Metric	Oct.05	Nov.05	Dec.05	Jan.06	Feb.06	Mar.06	Apr.06	May06	Jun.06	Jul.06	Aug.06
OVERALL											
Number of Visits for Month	5,606,638	5,228,536	4,796,783	5,880,085	5,275,683	6,595,111	5,430,691	6,343,209	6,461,774	6,368,348	6,615,892
Average Number of Users per day on Weekdays	197,087	177,535	216,748	214,550	238,746	209,501	233,824	247,748	243,423	243,762	
Average Visitor Session Length	10:03	9:57	10:09	10:14	10:01	10:04	9:26	9:21	9:13	9:26	9:19
Unique Visitors	2,616,967	2,506,623	2,292,376	2,822,446	2,560,638	3,037,551	2,694,475	2,988,946	2,895,689	2,869,849	3,011,114
One-Time Visitors	1,948,793	1,874,743	1,713,981	2,099,984	1,908,447	2,252,008	2,020,024	2,213,122	2,117,074	2,102,401	2,202,643
Repeat Visitors	668,174	631,880	578,395	722,462	652,191	785,453	674,451	775,824	778,615	767,448	808,471
Page Views	42,612,815	36,643,397	34,747,592	43,803,006	37,771,142	45,621,681	34,309,523	42,909,778	43,407,053	46,997,699	48,024,615
BY CONTENT AREA											
About USCIS & FOIA	121,769	113,230	100,346	119,227	112,846	152,055	114,076	130,592	110,982	126,973	124,400
Citizenship	254,944	230,921	203,845	280,486	256,647	323,259	261,660	316,445	266,417	295,543	303,690
Forms, Fees, and Fingerprints	1,762,408	1,700,623	1,496,248	2,057,635	1,838,320	2,224,544	1,778,612	2,025,909	1,847,694	1,988,824	2,177,214
Services and Benefits	1,151,285	1,007,368	899,499	1,170,523	1,029,707	1,278,951	1,046,395	1,312,791	1,191,518	1,322,802	1,265,599
Field Offices	494,468	444,776	380,937	506,861	454,049	562,760	430,387	491,890	448,242	498,303	532,232
Laws and Regulations	300,091	273,126	227,660	300,167	280,030	408,452	303,179	354,755	314,605	340,293	316,047
Public Affairs	498,780	434,841	371,691	480,092	357,455	480,005	446,937	519,529	513,273	536,881	518,869
How Do I ...?	551,803	509,790	427,989	562,199	493,865	605,168	462,597	555,854	496,269	562,639	608,339
CSSO	2,352,110	2,115,292	2,025,969	2,340,294	2,097,575	2,562,594	2,336,111	2,751,458	1,135,698	2,880,516	3,146,570

USCIS.gov Traffic Compared to Federal Sites

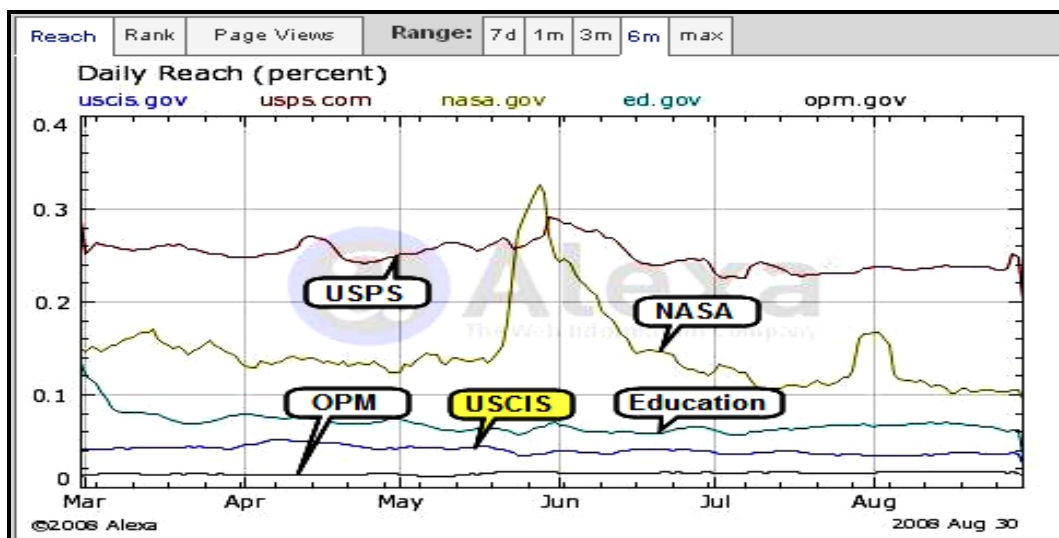
The charts below report traffic to the USCIS.gov site over the past six months, compared to that of other federal sites* according to Alexa.com. The “Reach” scale refers to the percentage of unique users of the Alexa toolbar who visited a site on a given day.

► **Notable changes this month:** None. Traffic to USCIS.gov continues to put it in the top 10 most visited federal web sites.

USCIS.gov Compared to Other DHS Web Sites



USCIS.gov Compared to Leading Federal Web Sites



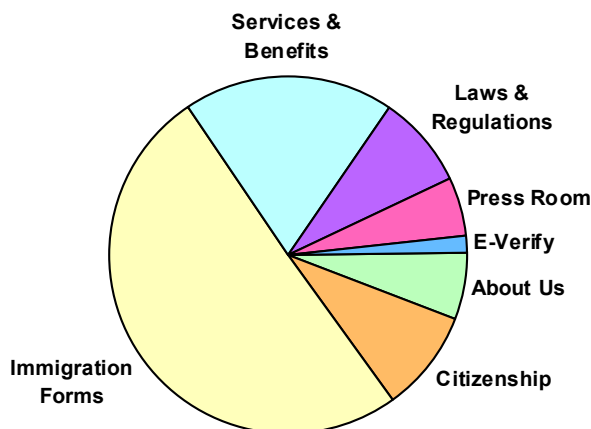
* The first chart compares USCIS traffic to that of DHS and a few key DHS agencies. The second chart compares USCIS traffic to a rotating sample of the 7-8 federal Web sites that get more traffic than USCIS – including USPS, NIH, Education, CDC, NASA, and IRS – as well as other well-known federal sites.

Distribution of Traffic by Major Content Area

User sessions that involve visits to the major landing pages of the site indicate where users concentrate their attention during those sessions. About half of visitors to the major landing pages continue to view the Immigration Forms page during their visits to USCIS.gov.

► **Notable changes this month:** E-Verify numbers, which had shown growth through July 2008, have tapered off. Otherwise, the distribution and volume of traffic to the seven landing pages were within expected ranges.

Content Area Landing Page	User Sessions
Immigration Forms	1,242,294
Services & Benefits	472,220
Citizenship	226,217
Laws & Regulations	209,289
Press Room	127,621
About Us	141,603
E-Verify	41,348
Total Sessions to These Pages >	2,460,592



Distribution of Traffic – FOIA Status Check

The tables on this page reflect traffic to the FOIA Status Check landing page, and the number of transactions submitted to the application.

► **Notable changes this month:** Numbers are down from last month's peak. However, this is only the third month of statistics, so it is likely too early to tell what levels to expect.

	Jun.08	Jul.08	Aug.08	
Traffic to Landing Page:				
Successful requests for pages	3,509	15,599	9,014	
Distinct hosts served	1,379	6,898	3,904	
Total data transferred (MB)	20.6	87.5	50.5	
Submission of Transactions:				
Successful requests for pages	3,952	12,398	9,549	
Distinct hosts served	761	3,416	2,582	
Total data transferred (MB)	20.0	64.8	49.7	

Top 25 Viewed Pages

The following table shows the most viewed (most requested) pages on USCIS.gov.

► **Notable changes this month:** None. There were only very minor fluctuations in rankings and numbers from last month.

	Top 25 Viewed Pages	Page Views	% of All Views
1	Home Page (1)	6,873,807	26.55%
2	Immigration Forms (2)	2,214,939	8.55%
3	Lawful Permanent Residence ("Green Card") (3)	741,440	2.86%
4	Services and Benefits (4)	713,311	2.76%
5	Case Services While Your Case is Pending with USCIS (5)	596,064	2.30%
6	Citizenship (6)	378,183	1.46%
7	Petition for Alien Relative (8)	312,341	1.21%
8	Application for Naturalization (7)	308,406	1.19%
9	Processing Times and Case Status (12)	297,318	1.15%
10	Laws, Regulations & Guides (9)	286,492	1.11%
11	Employment Authorization (10)	259,292	1.00%
12	Application for Employment Authorization (11)	258,308	1.00%
13	Contact Us (14)	244,324	0.94%
14	Naturalization (15)	212,921	0.82%
15	"How Do I?" Customer Guides (18)	211,835	0.82%
16	Electronic Filing for Immigration Benefits (13)	204,797	0.79%
17	About Us (17)	189,608	0.73%
18	Application to Register Perm. Residence or Adjust Status (20)	173,437	0.67%
19	Press Room (19)	172,838	0.67%
20	Affidavit of Support Under Section 213A of the Act (21)	165,481	0.64%
21	Education & Resources (22)	164,189	0.63%
22	Application to Replace Permanent Resident Card (23)	148,758	0.57%
23	Employment Eligibility Verification (16)	148,353	0.57%
24	Visit the US (24)	131,340	0.51%
25	Application for Travel Document (25)	118,344	0.46%
	
Total Page Views this Month >		25,890,816	100.00%

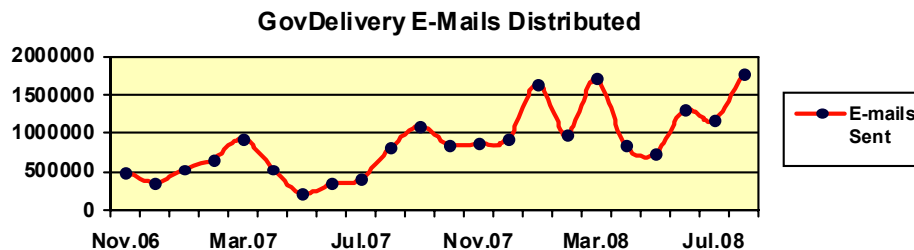
A number in parentheses indicates a page's ranking in the previous month.

* Indicates a page that was not in the previous month's Top 25 Viewed Pages.

GovDelivery Subscription E-mail System

More than 1.7 million E-mail notifications were sent this month to those who subscribe to CSWP pages, an increase of about 50 percent from the previous month. As of September 1, 2008, there were over 201,000 active subscribers to at least one CSWP page.

► **Notable changes this month:** Total E-mails sent to subscribers this month increased 50 percent compared to last month. The increase was due to a large number of page changes, and to the reactivation of the "Application and Petition Receipts" page, which had been temporarily removed from the CSWP during the previous month. The reactivation of the "Receipts" page was also responsible for a jump in the number of new subscriptions, as the 70,000 subscribers to this page were added back into the subscription base after their number had been temporarily removed. The click-through rate has come back up to a level that it maintained for most of the past two years.



Total E-mails Sent to Subscribers This Month: 1,760,438

Total Subscribers: 201,565

Total Page Subscriptions: 682,099 (up 15% from last month)

Net* New Subscriptions Added This Month: 86,631 (see "Notable changes" above)

Average Number of Subscriptions per User: 2.6

Top Subscribed Pages: Home Page, Monthly Newsletter, Federal Register Announcements, Press Room, Information for Employers

Percent of Click-Throughs This Month from Links in E-mails: 12.5 percent

* New subscriptions include new user sign-up, plus the return of any groups that had been temporarily removed, minus those ended voluntarily, removed because E-mail addresses were no longer valid, or stopped because a subscribed page was removed (even temporarily) from the CSWP.

Top 25 Referring Pages Sending Traffic to USCIS.gov

The following table lists the top 25 sources of Web traffic referred to USCIS.gov this month and the page on USCIS.gov to which the traffic was directed.

► **Notable changes this month:** Google searches for "i9," that led users to Form I-9 on the CSWP, jumped into the top 25. Otherwise, there were only small changes in the order and magnitude of the top 25 searches that led to specific pages on the CSWP.

	Referrals	Destination Page on USCIS.gov	Referring Page
1	181,879	Home page	Google search for "uscis" (1)
2	39,072	Home page	Google search for "ins" (2)
3	32,836	Affidavit of Support Under Section 213A of the Act	Affidavit of Support page on travel.state.gov (4)
4	23,622	Immigration Classifications and Visa Categories	Temporary Visitors to the U.S. page on travel.state.gov (5)
5	23,427	Immigration Forms	USCIS Customer Service Gateway (3)
6	20,203	Immigration Classifications and Visa Categories: Immigrants	Visa Types for Immigrants page on travel.state.gov (8)
7	22,121	Home page	Google search for "uscis.gov" (6)
8	20,186	Form I-9, Employment Eligibility Verification	Google search for "i9" *
9	17,880	Home page	Yahoo search for "uscis" (11)
10	17,056	Employment Eligibility Verification	Hiring Employees page on irs.gov (9)
11	16,173	Home page	Google search for "immigration" (7)
12	15,531	Home page	Yahoo search for "uscis.gov" (18)
13	13,565	Immigration Forms	Home page on dhs.gov (12)
14	10,183	Home page	Infopass start page (15)
15	9,864	Immigration Forms	Immigration page on dhs.gov (16)
16	8,945	Home page	Yahoo search for "ins" (19)
17	8,932	Home page	MSN search for "uscis" (17)
18	7,675	Petition for Alien Fiance(e)	Non-Immigrant Visa for a Fiance(e) (K-1) page on travel.state.gov (20)
19	7,583	Home page	Yahoo search for "us citizenship and immigration services" *
20	7,305	Home page	Yahoo search for "www.uscis.gov" (21)
21	7,163	Home page	Home page on uscis.gov.com (25)
22	7,136	Contract Between Sponsor and Household Member	Affidavit of Support page on travel.state.gov (22)
23	6,510	Form I-134	Affidavit of Support page on immihelp.com (14)
24	5,864	E-Verify	Home page of dhs.gov *
25	5,795	Immigration Forms	Google search for "uscis" *

A number in parentheses indicates a ranking in the previous month for the same referring page and destination page.

* Indicates a page that was not in the previous month's Top 25 Referring Pages.

Ranking of USCIS.gov in Google and Yahoo Searches

The following results indicate how highly the pages of USCIS.gov rank when several popular search terms are entered in the Google and Yahoo search engines.

► **Notable changes this month:** None. Over the past several months, both Google and Yahoo search engines have reached a point where the results for these terms now rank a USCIS page almost unanimously as its number one result. As such, this report page may no longer be necessary.

Search Terms, and the Ranking of CSWP Pages in Search Results on Google and Yahoo	Google	Yahoo
uscis	1	1
uscis.gov	1	1
immigration	1	1
immigration and naturalization service	1	1
immigration forms	1	1
citizenship	1	2
ins	1	1
naturalization	1	1
green card	1	1
asylum	1	2

Top 50 Search Terms from Referring External Search Engines

The following are the top 50 search terms entered into external search engines (e.g., Google, Yahoo, and others) that led to referrals of Web traffic to the CSWP.

► **Notable changes this month:** None. Searches for agency name (e.g. uscis, immigration and naturalization) and forms (e.g., I-9, I-485) account for the bulk of the top 50 requests. The relative order and volume of traffic from the various terms remain virtually unchanged from month to month.

Phrase	Referrals
uscis	421,749
ins	114,622
uscis.gov	90,168
www.uscis.gov	62,994
immigration	58,973
us immigration	38,583
i9	26,909
i-9	22,759
green card	18,390
i-9 form	15,313
us citizenship	11,934
us citizenship and immigration services uscis	11,093
uscis gov	10,560
ins.gov	9,425
form i-9	8,183
immigration forms	8,084
citizenship	7,837
immigration and naturalization	7,636
bcis	6,346
naturalization	5,677
cis	5,586
uscis forms	5,494
www.ins.gov	5,430
i-485	5,324
ins forms	5,118

Phrase	Referrals
immigration and naturalization service	4,998
i-130	4,834
i-765	4,826
pdf	4,557
usa immigration	4,352
immigration services	4,283
i9 form	4,169
affidavit of support	3,993
n-400	3,907
e-verify	3,817
i-134	3,405
i-864	3,290
i-131	3,191
citizenship application	2,886
us citizenship and immigration services	2,805
usci	2,756
us citizenship application	2,700
uscis.com	2,543
ar-11	2,507
i-539	2,451
i 9 form	2,421
us cis	2,410
uscis case status	2,410
work permit	2,376
green card renewal	2,318

Top 50 Search Terms Entered into the CSWP Search Engine

The top search terms entered into the CSWP's internal search engine present a useful picture of what is most important to CSWP visitors. This data can help drive site design decisions for making the most requested information as easy as possible to find. (Usability testing across a wide range of Web sites shows that about half of Internet visitors prefer to use a site's search engine to find what they want, while the other half prefers to use a site's navigation links to find the same information.)

► **Notable changes this month:** None. Searches for I-9 and other immigration forms continue to be very popular, accounting for about half of the top 50 search terms entered.

Phrase	Count
i 9	13244
infopass	12446
i 130	11562
forms	9670
citizenship	9276
i 90	8317
n 400	8269
case status	7647
i 485	7108
i 765	7009
i 9 form	6712
green card	6488
i 94	6423
ds 230	6261
naturalization	6095
visa bulletin	6041
i 751	5910
marriage	5603
i 864	5595
i 131	5418
h1b	4858
m 476	4850
form i 9	4797
visa	4753
n400	4530

Phrase	Count
passport	4424
appointment	4057
opt	4033
i 797	4016
tps	4003
change of address	3881
ar 11	3833
status	3802
i 539	3760
i9	3757
i 551	3589
ead	3437
civil surgeon	3418
citizenship test	3346
info pass	3325
fees	3222
i130	3124
i 134	3017
g 325a	2873
processing times	2808
n 600	2790
affidavit of support	2783
form i 90	2771
name change	2730
asylum	2691

Page Surveys as Partial Measure of User Satisfaction

Many pages on USCIS.gov contain a short survey that provides users the option to rate the usefulness of the page's information. Results from these surveys, though not statistically reliable, provide insight into user satisfaction and suggest that further data gathering may be useful to understand the reasons why certain ratings were given.

► **Notable changes this month:** Ratings for "Contact Us," already lower than most, went down slightly. Otherwise, the six pages that triggered the most survey responses got virtually the same ratings as in previous months. The average across all six pages:

- Useful – 44 percent
- Slightly Useful – 9 percent
- Don't Know – 11 percent
- Not Useful – 36 percent

